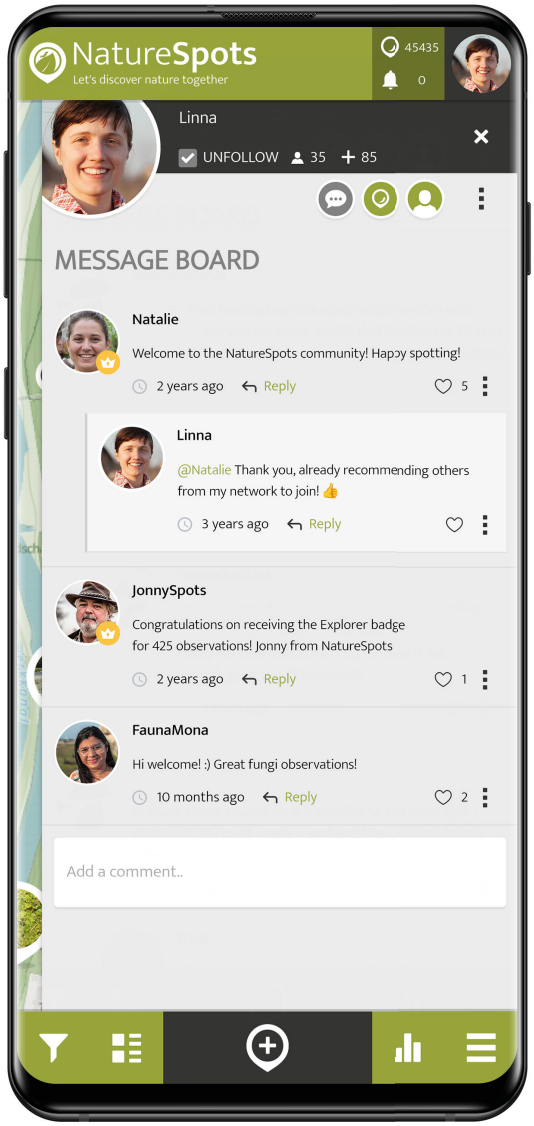
Interactive Communication Options in a Citizen Science App

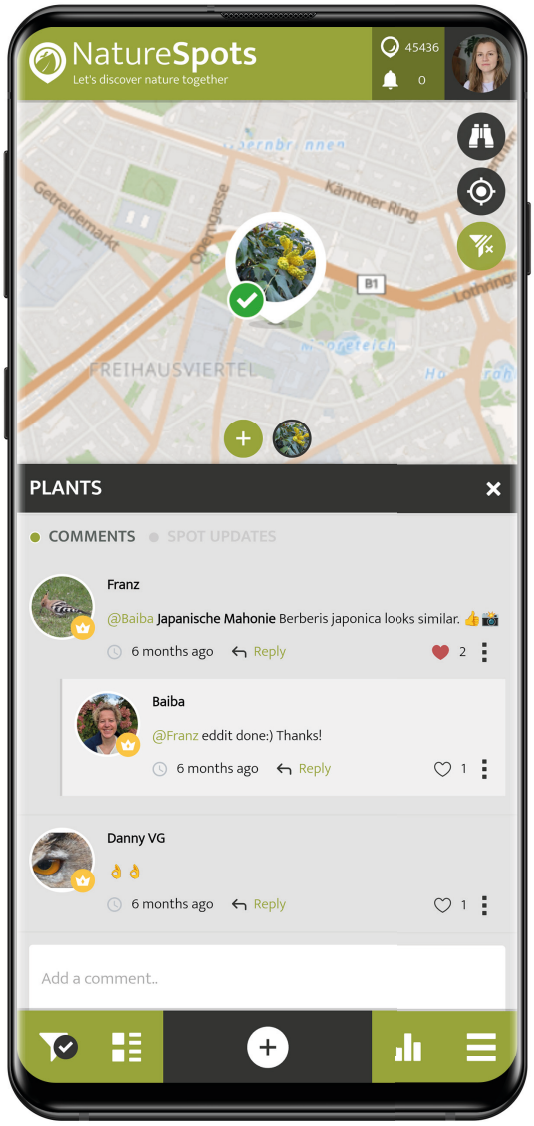
Welcome messages in the message board



- Congratulating on the number of observations
- Answering a question
- Providing project specific information

TIP! Positive + supporting + encouraging message!

Likes and comments under the spots

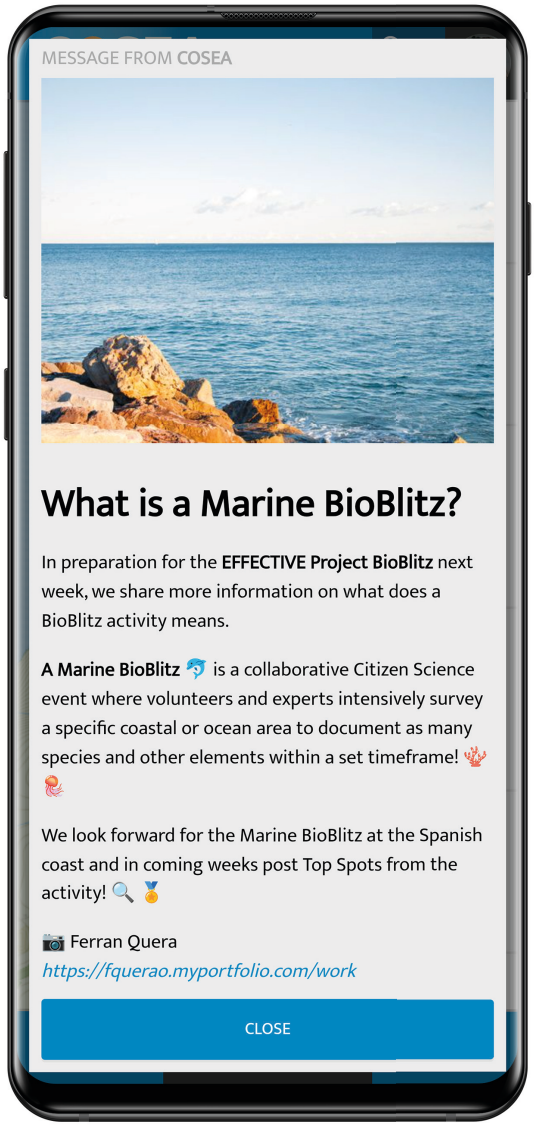


- Acknowledging the contribution
- Liking the spot
- Providing technical support
- Supporting the identification of the observation
- Answering a question

TIP! Interactive + short + positive message!

Interactive Communication Options in a Citizen Science App

Pop-up notifications



- Sharing project news
- Thematic information e.g. ocean literacy video materials
- Distributing surveys
- Spotlighting observations and user statistics

TIP! Engaging + concise + action oriented message!